

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Yoram Levanon *et al.*

Serial No. 09/534,170

Filed: March 24, 2000



Group Art Unit: 3622

Examiner: S. Gravini

For: METHOD FOR PRODUCING OPTIMUM-EFFECT MARKETING

ASSISTANT COMMISSIONER FOR PATENTS

Washington, D.C. 20231

Dear Sir:

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GROUP 3600

Transmitted herewith is an Amendment in the above identified application.

[] No additional fee is required.

[X] Small entity status of this application has been established.

[] A verified statement to establish small entity status under 37 CFR 1.9 and 1.27 is enclosed.

[X] Also attached: Petition For Extension of Time (2-month)

The fee has been calculated as shown below:

| | NO. OF CLAIMS | HIGHEST PREVIOUSLY PAID FOR | EXTRA CLAIMS | RATE | FEE |
|--|------------------|-----------------------------------|-----------------|-----------|-----------------|
| Total Claims | 21 | 20 | 1 | x \$ 18 = | 18.00 |
| Independent Claims | 5 | 3 | 2 | x \$ 84 = | 168.00 |
| If multiple claims newly presented, add \$260.00 | | | | | |
| ½ fee amount for small entity status | | | | | 93.00 |
| Fee for extension of time | | | | | 205.00 |
| TOTAL FEE DUE | | | | | \$298.00 |

[X] A Credit Card Authorization Form in the amount of \$673.00 is attached.

[X] The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 07-1337, including any filing fees under 37 CFR 1.16 for presentation of extra claims and any patent application processing fees under 37 CFR 1.17.

Respectfully submitted,

LOWE HAUPTMAN GILMAN & BERNER, LLP

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Date: February 10, 2003

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Docket No.: 1268-094



Patricia Lewis
#9/13 + fee
2.23.13

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AMENDMENT

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

Sir:

In response to the Final Official Action dated September 20, 2002, please amend the above-identified application as follows:

In the claims:

Please amend the claims as follows:

1. (Twice Amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

- (a) collecting information obtained from a potential consumer based on immediate individual emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;
- (b) generating a computerized database containing a personal character profile of said potential consumer based on said collected information;

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03 FC:2202
04 FC:2201

9.00 OP
84.00 OP

OK